



EUROPEAN NEWS

Terrorists strike back after Basque murder

BY TOM BURNS IN MADRID

GUNMEN SEVERELY wounded an army general in Madrid yesterday in apparent reprisal for the assassination on Tuesday night in Bilbao of a leading Basque nationalist politician...

shot in the chest by two youths who opened fire as his car stopped at traffic lights. He underwent an emergency operation and his condition was described as serious...

shooting in Madrid of Gen Guillermo Quintana Laca, a former Madrid army commander. Police said Gen Roson's attackers, who escaped in a waiting car, used ammunition of the type habitually employed by Eta...

his surgery in central Bilbao. The Madrid Government delegate in the Basque country, Sr Ramon Jauregui, said the assassination would have extremely grave political consequences...

international, and particularly French, co-operation, while at the same time, pursuing a policy of leniency and of individual pardons for Eta members who forswear violence...

Fabius on defensive in Chad debate

By David Marsh in Paris

M LAURENT FABIUS, the French Prime Minister, said yesterday that "all necessary measures" would be taken to ensure that Libya respected its undertaking to withdraw troops from Chad...

EEC unveils scheme to computerise customs clearance

BY PAUL CHEESBRIGHT IN BRUSSELS

THE EUROPEAN Community yesterday started another attempt to chip away the barriers hindering its internal trade when the Commission published proposals to computerise customs clearance procedures...

Franco-Italian border last winter. It runs parallel to the introduction of a single administrative document to cover the movement of all trade within the Community...

European moves to rationalise arms output

By Bridget Bloom, Defence Correspondent, in The Hague

NEW MOVES designed to give political impetus to European co-operation in arms manufacture will be discussed today when 13 West European defence ministers gather for a two-day meeting here...

Italian general strike call has limited effect

BY JAMES BUXTON IN ROME

PUBLIC TRANSPORT was halted and government offices closed all over Italy yesterday by a four-hour general strike called by the main union confederations...

The strike was called for two purposes. One was to support government legislation for a drastic tightening-up of the taxation of shopkeepers and the self-employed...

to pay wage rises in line with a percentage one point rise in the scolo mobile pay indexation system. The employers say they are doing so in accordance with an agreement with the unions...

The two houses of the Italian Parliament yesterday began a joint session which could lead to the impeachment of Sig Giulio Andreotti, the Foreign Minister and one of the country's most influential politicians...

Spadolini aims to blunt inter-service rivalry

BY OUR ROME CORRESPONDENT

THE ITALIAN Minister of Defence, Sig Giovanni Spadolini, should soon present to Parliament a plan to reduce the intense rivalry between branches of the armed forces by creating a more hierarchical command structure...

David Brown reports from Stockholm in the third of a series

Sweden's work creation schemes take the sting out of joblessness

BY DAVID BROWN

SWEDEN HAS evolved what is arguably one of the world's most comprehensive planned labour market programmes, which keeps its official unemployment at an enviable 3.1 per cent...

year olds is now at its peak—but it also has Europe's highest proportion of women in relation to the total workforce (48.5 per cent).

Above and beyond the 3.1 per cent official unemployment rate, however, there are many young people employed in one of the regular labour market programmes which cost the Government some SKr 2,500 (£2,500) or 10 per cent of their income.

defence of Italy's frontiers with Yugoslavia and Austria, the most likely place for a Soviet invasion, they also include: the defence of the peninsula against seaborne attack to the south; air defence; the defence of national territory—particularly against paratrooper raids by foreign guerrillas; and "peace-keeping and security operations, and civil protection."

French Right would win, says opinion poll

PARIS - France's right-wing opposition would win a crushing victory over the ruling Socialist Party if elections were held now, according to an opinion poll published yesterday...

Denmark's trade figures slip back into deficit

BY HILARY BARNES IN COPENHAGEN

A POOR set of Danish trade figures for October, published yesterday, together with election rumours earlier in the week, caused bond prices to ease and raised yields on a typical mortgage loan by 1/8 per cent to just under 16 per cent...

Poland's printers press for talks on pay pact

BY CHRISTOPHER BOBINSKI IN WARSAW

LEADERS OF Poland's Printers Union who are due to meet the Government next week have been told by their members to start talks on a new collective wages agreement by the end of the year...

Cash machine for travellers

BRUSSELS - A Belgian company has developed a currency-changing machine which will help travellers arriving at foreign destinations long after bank tellers have gone home...

Few complaints in tough world

MR TOMAS Sjöholm, 20, graduated from school two years ago with qualifications as an engineering worker. Now, he is in his last weeks with a company work team. He spent his days last week making a sailing boat mast in a state-financed workshop, housed in a disused brown brick factory building on the outskirts of town...

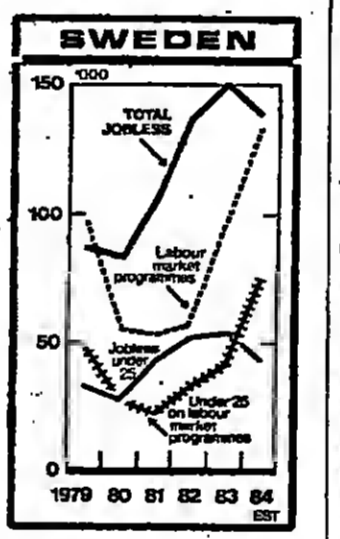


Table titled 'BASE LENDING RATES' listing various banks and their interest rates. Columns include bank names and rates in percentages.



Youth Unemployment in Europe

people from beginning their adult lives by passively collecting Government assistance without society demanding something in return," says Ms Anna Greta Leijon, the Labour Minister. "We must also find better ways to combine education with work so that young people can be more fully profitable to the employers from the start."

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His home town of Södertälje, 45 minutes south of Stockholm by train, is the base for some of the country's largest engineering companies including Saab, Scania and Alfa Laval. Youth unemployment here, at 7.5 per cent, is double the average for the Stockholm region.

Sitting in his workers' overalls over a cup of coffee, Mr Sjöholm describes his succession of odd jobs he has held since graduating from school—none of them permanent. "I really expected it would be easy to find a job," he laughs. "It didn't turn out like that."

He joined up when the youth team project was started up early this year. On the basis of his union card, he was offered eight instead of the more customary four hours of work per day. Now he brings home about SKr 200 (£200) less than his starting industrial wage. "This job is coming to an end," he shrugs. "I don't really take it seriously. What I want is permanent work."

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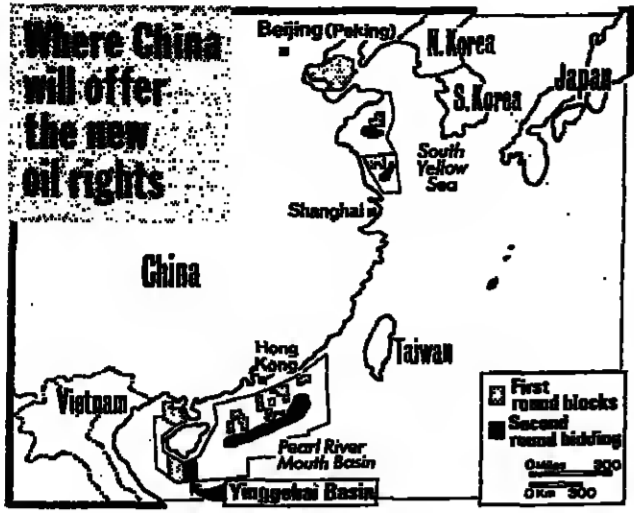
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### Peking tries to woo foreign oil explorers

BY DOMINIC LAWSON

Yesterday's announcement by the China National Offshore Oil Corporation that it is launching a second round of Chinese offshore oil and gas licences was not too well timed. Just as the news broke in China, Exxon, the world's biggest oil company, announced in New York that it had failed to find oil in a well it had drilled close to its 3,200 barrels a day oil field in the Pearl River Basin.

That find remains the only significant oil discovery made as a result of the first round of Chinese offshore licences, and yesterday's damper by Exxon underlines a growing feeling in the international oil industry that the Chinese will have to relax their entry conditions for participants in their fledgling offshore oil industry.

CNOOC appears to recognize this. It announced yesterday that on the basis of mutual benefit, CNOOC will take more flexible approaches in order to enable foreign companies to obtain reasonable returns and to encourage them to speed up the exploration and development of various types of offshore oil and gas fields.

The existing Chinese terms require that the companies bear the whole cost of exploration. Development costs would be 51 per cent carried by CNOOC, but with options to go for a lower percentage.

But after all the various stringent operating conditions are met by the exploring company, there is the crucial "x" factor which determines how much of the net post-tax oil production can be retained as profit for the oil company. This "x" factor is separately negotiated with every licensee and it is generally assumed that the companies currently exploring offshore China are those which gave the Chinese the most favourable terms.

Some major companies, such as Mobil, found the whole venture too risky and does not participate in the hunt for hydrocarbons off China. The most active company so far, and the most successful bidder in the first round, was British Petroleum. But several wells, and about \$65m (£54m) later, BP has still not made a discovery of any importance. Before Chinese offshore

### Top job for West German

China has appointed a West German engineer to run one of its biggest diesel engine factories. He will be the first foreigner to manage a Chinese state enterprise since the Communist revolution, writes Mark Baker in Peking. Already he has banned newspaper reading on the factory floor, is demanding higher pay for better work and has announced plans to send 500 comrades off for retraining. Mr Werner Gerlich, 65, a retired engineer from Duisberg, has been given independent management control over the Wulian diesel engine plant which produces 20,000 engines a year and has a staff of 2,000. He has the power to hire, fire and redeploy workers, apparently including Communist Party members and cadres. Mr Gerlich's appointment is one of the most radical experiments so far in China's campaign to moderate its antiquated, inefficient and overstuffed industries.

### HK White Paper speeds pace of political changes

BY DAVID DODWELL IN HONG KONG

THE WATCHWORDS of Hong Kong's White Paper on political reform, published yesterday after four months of debate were "caution" and the "gradual approach." It did, however, include modest changes from the original Green Paper in response to public opinion.

Most significantly, the pace has been accelerated at which indirectly elected members will replace appointees and government officials on the Legislative Council, the territory's law-making body, in some ways similar to Britain's House of Commons.

As a result, the overall size of the council will be increased to 56 in 1995, instead of 48 as planned. The electoral college that will choose half of the indirectly elected members will be based on nine geographical constituencies. A review of reforms, originally planned for 1989, has also been brought forward to 1987.

The Government resisted pressure for direct elections. It said there was support for the idea but not in the immediate future. No proposals have been made about reforms affecting the Executive Council, equivalent to an inner Cabinet, about appointment of the Governor, or about the introduction of a ministerial system under which executive and legislative council members would wrest powers from government officials.

It has nevertheless proposed that elected members of the Legislative Council should be paid to allow them "to devote the proper amount of time and attention to their duties" and to make sure that no-one is prevented from standing for office for financial reasons. Levels of pay have still to be decided.

### S. African crackdown worries businessmen

By Anthony Robinson in Johannesburg

SOUTH AFRICAN business leaders, who have emerged in recent weeks as more effective critics of the Nationalist Government's economic and social policies than the opposition political parties, yesterday began a series of talks with Mr Louis le Grange, the Minister for Law and Order.

The talks have been prompted by unprecedented business criticism of the Government's tough response to the two-day strike earlier this month called by black trade unionists.

Prominent union leaders were arrested as part of a hard-line reaction which some business leaders suspect may have been dictated by electoral considerations.

The Government is facing a strong challenge from the right-wing Conservative Party at a by-election in the Johannesburg constituency of Primrose next week.

A Conservative victory in the largely blue-collar white suburb would represent a breakthrough from the party's present stronghold in rural northern Transvaal.

### Roger Matthews, in Amman, on Arafat's bid to reassert his authority PLO battles to put its house in order

PALESTINIAN LEADERS

gathering in Amman, the capital of Jordan, say they are determined during the next six days to resolve the leadership crisis within the Palestine Liberation Organisation (PLO) and to chart a strategy for achieving a just Middle East peace settlement.

They claim to be assured already of sufficient support to allow today's opening session of the Palestine National Council, the movement's top policy-making body, to go ahead on schedule despite the bitter opposition of Syria and dissident Palestinian factions.

Last night a PLO spokesman said he was confident that at least 270 members of the 384-strong PNC would be present in Amman, 20 more than is required for a quorum. King Hussein of Jordan is to address the opening session, a decision which will underline the growing links between the PLO leadership and the Jordanian Government.

Extensive security precautions were in place in preparation for yesterday morning's arrival in Amman of Mr Yasser Arafat, the PLO chairman, with armed cars and troops guarding key installations, hotels and the conference area.

Mr Arafat's supporters said that by insisting on a meeting of the PNC he had shown his

One student was killed and six wounded at Bir Zeit University on the occupied West Bank yesterday when Israeli soldiers opened fire during demonstrations in support of Mr Yasser Arafat (right), the PLO leader, writes David Lennan in Tel Aviv. An officer had been wounded when the students began throwing stones, an army spokesman said. The violence reflects the growing tension on the West Bank, where the majority of the 1.5m Palestinians support Mr Arafat.



determination to bring the PLO crisis to a head and to assert the will of the "moderate majority." They argue that Mr Arafat's willingness to risk a definitive split in the organisation marked an "historic departure" from his traditional approach.

"Before we have had unanimity and consensus but no effective strategy. Now we are going to agree on an effective strategy but without consensus," said a leading PLO official. Members of Al-Fatah, by far the biggest of the PLO factions and headed by Mr Arafat, believe there is no doubt that he will be overwhelmingly re-elected PLO chairman, thus resolving the crisis provoked by

the Palestinian military defeat in Lebanon during the summer of 1982.

Syria supported Fatah dissidents who rebelled against Mr Arafat's leadership in the latter part of 1982 and have successfully urged other key Palestinian leaders, including Mr George Habash and Mr Naif Hawameh to boycott the Amman meeting.

Both men have been to Moscow this week for urgent talks with Soviet leaders who have been embarrassed by the PLO split. The Soviet Union has avoided open criticism of Mr Arafat and this has provoked some tension in its relations with Syria. Mr Hawameh, who heads the

Democratic Front for the Liberation of Palestine, said yesterday after returning to Damascus from Moscow that he was freeing political and military co-operation with Mr Habash's Popular Front for the Liberation of Palestine. The two groups came together in June last year under the banner of the Democratic Alliance.

However the claim that this will not deflect Mr Arafat from his three primary aims: to re-establish without question his own leadership, to reaffirm the PLO's international relationships, and to signal the willingness of the PLO to allow Egypt to be re-integrated within the League of Arab States.

A PLO official said yesterday that he expected the PNC to confirm its willingness to work more closely with Jordan in the search for a solution to the Israeli occupation of the West Bank and Gaza.

He believed that this could involve mixing elements from the Arab Summit Declaration in 1982, which implied a willingness to recognise Israel and the "positive aspects" of President Reagan's peace plan which suggested that Palestinian self-determination should only be expressed in association with Jordan. "However, we can only ever accept confederation with Jordan and that has to mean an equal partnership between two sovereign states," he said.

### Israel urged to move quickly on economy

A U.S. SENATE report says that Israel needs to take strong and speedy action to halt further deterioration of its economy. Reuter reports the report, by sides to the Senate foreign relations committee, says measures including "draconian budget cuts" and possibly structural reforms are needed to halt a slide towards economic collapse. Congress voted Israel \$104bn (£1.16bn) in military aid and \$1.2bn in economic aid for the 1985 financial year, but congressional sources say the Israeli Government is seeking increases.

The report did not oppose more aid. However, it said: "American assistance can help Israel cope with its difficulties and can mitigate, but cannot by itself arrest, Israel's problems of hyper-inflation, labour unrest, low productivity, declining revenues, growing unemployment and sluggish exports."

Lebanon accused Israel yesterday of undermining the negotiations on an Israeli withdrawal from Lebanon. At the fourth round of the Nakura talks, the Lebanese delegation said the Israeli delegates had gone back on an agreement reached earlier regarding the deployment of the Lebanese Army in the south.

### RANK XEROX

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AMERICAN NEWS

Baldrige predicts little growth in fourth quarter

BY STEWART FLEMING IN WASHINGTON
IN THE bleakest assessment of the immediate economic outlook offered so far by a senior Reagan Administration official, Mr. Malcolm Baldrige, Commerce Department secretary, warned yesterday that he expects "relatively little" growth in the fourth quarter.

Nicaraguan rebels 'have raised \$3m privately'

By Reginald Dale in Washington
A LEADER of the right-wing "Contra" rebels seeking to overthrow the Sandinista Government said yesterday that his forces had raised slightly more than \$3m (\$2.5m) from private sources and foreign "political sectors" since official U.S. financing ran out last spring.

Mary Helen Spooner, recently in La Paz, assesses President Siles' offer to stand down Bolivia flounders in political stalemate

ANOTHER ACT was played out in Bolivia's political tragedy this week as President Hernan Siles Zúñiga, threatened with a prolonged general strike and mounting criticism from his opponents, offered to call early elections and leave office next year.



President Siles—in charge of an economy and a government, both under siege

receives a bread-loaf-sized wad of 1,000 peso bills and a paper bag in which to carry the currency. The only promising area of the Bolivian economy is unfortunately the country's massive cocaine trade worth an estimated \$2bn annually.

EPA orders Monsanto to ban some uses of herbicide

BY WILLIAM HALL IN NEW YORK
THE U.S. Environmental Protection Agency (EPA) is investigating the use of Lasso, the best selling herbicide in the U.S. and has ordered Monsanto, the world's biggest herbicide producer, to ban certain uses of the product.

Alfonsín seeks Beagle support

BY JIMMY BURNS IN BUENOS AIRES
PRESIDENT Raul Alfonsín of Argentina has warned that a large abstention vote in Sunday's referendum on the islands would be a bitter blow for his democratic government and could pave the way for a military coup.

Mexico to review safety arrangements at gas plants

BY DAVID GARDNER IN MEXICO CITY
MEXICO is to review safety arrangements at all gas and petrochemical installations in the northern fringe of the country following Monday's huge blast at the capital's main gas distribution centre, which by yesterday had cost 324 lives.

WORLD TRADE NEWS

Taiwan to cut import tariffs

By Our Hong Kong Correspondent
THE TAIWAN Government has committed itself to a three-year programme of tariff reduction, at the end of which import barriers will be "in line with those in Western countries," a senior trade official said this week.

Bank consortium to finance \$206m Nigeria Airbus deal

BY MICHAEL HOLMAN IN LONDON
NIGERIA will buy four Airbus A310 aircraft for its national airline under a \$206m deal financed by a consortium of 10 French, British and West German banks with the backing of those countries' export credit agencies.

Malaysians to operate Perth casino

GENTING REVEALED, the Malaysian casino operator, has won the bid to build and operate a \$350m casino and 400-room hotel at Perth, Western Australia, writes Wong Sulung in Kuala Lumpur.

How Brazil won Angolan dam deal

BY MAURICE SAMUELSON
MORE DETAILS emerged yesterday about the \$900m hydroelectric and irrigation scheme in Angola for which contracts were due to have been signed yesterday in Luanda, the capital, between Angolan officials and Odebrecht, one of Brazil's leading civil engineering companies.

Hong Kong complains to GATT

GENEVA—Hong Kong has formally complained to the General Agreement on Tariffs and Trade (GATT) about new U.S. customs rules that have prevented certain shipments of textiles and clothing from entering the U.S., according to Hong Kong and U.S. trade officials.

California group may import UK steel

CALIFORNIA Steel Industries (CSI) may import up to 150,000 tonnes a year of steel slabs from the British Steel Corporation, writes Ian Rogger.

Romania seeks to boost barter

BY PATRICK BLUM IN BUCHAREST
ROMANIA will make a concerted effort to increase long-term counter-trade and seek to set a maximum of its exports for cash, in order to accumulate sufficient hard currency to pay back all of its debts in the first years of the next five-year plan (1985-90).

Consortia set for fresh bids for Bangkok refinery

BY BOONSONG K'THANA IN BANGKOK
SIX international consortia have submitted pre-qualification bid documents to participate in the tender for the Thai Oil Refinery Company's (TORC) much sought-after refinery expansion contract.

Advertisement for Donaldson, Lufkin & Jenrette, featuring Preston D. Head, Jr. and DLJ Energy International.

British Airways to mount Peking show sales drive

BRITISH AIRWAYS is mounting a campaign in Peking next month in a bid to sell its expertise to China's rapidly developing aviation market.

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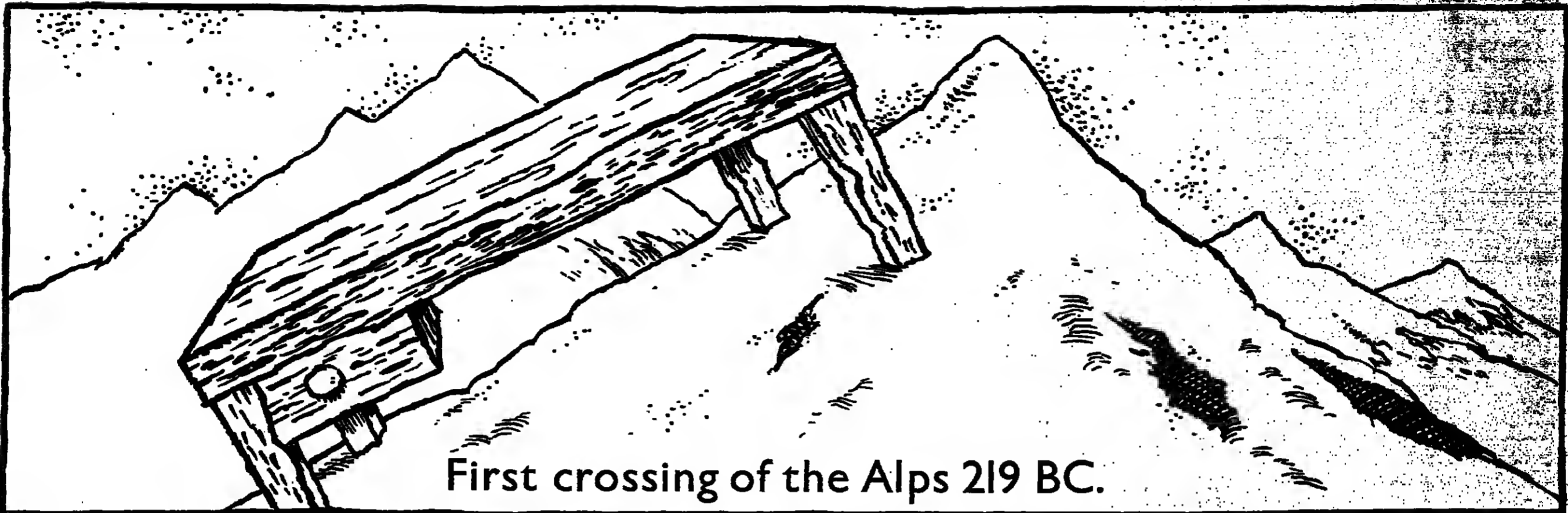
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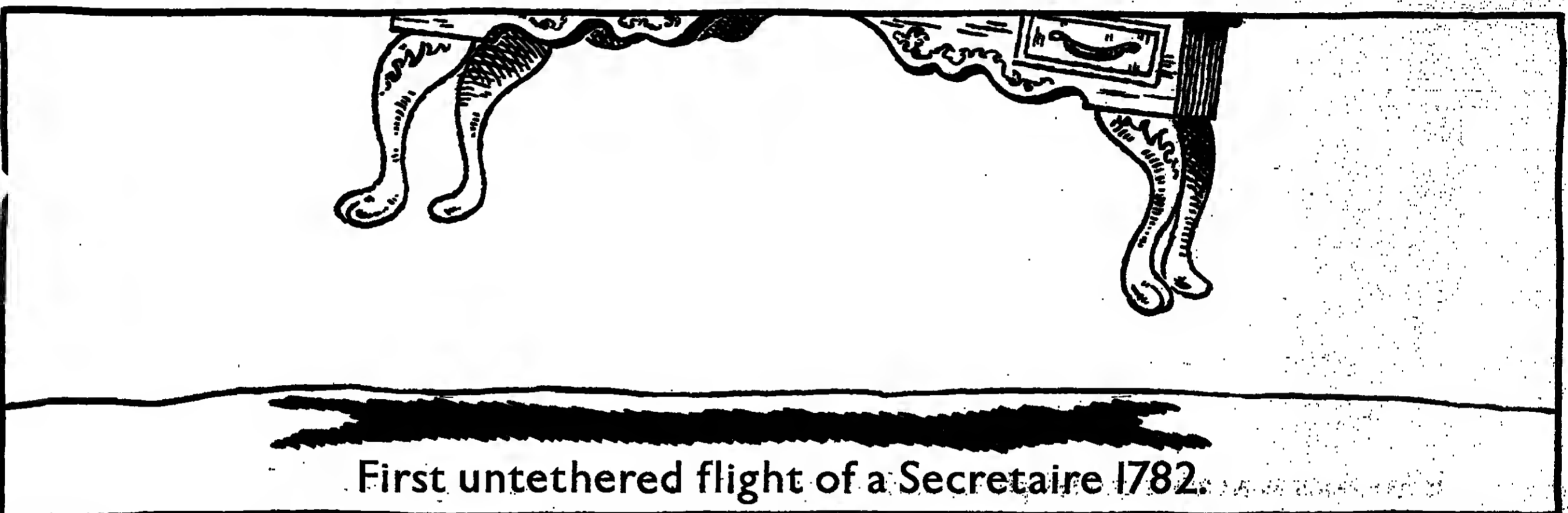
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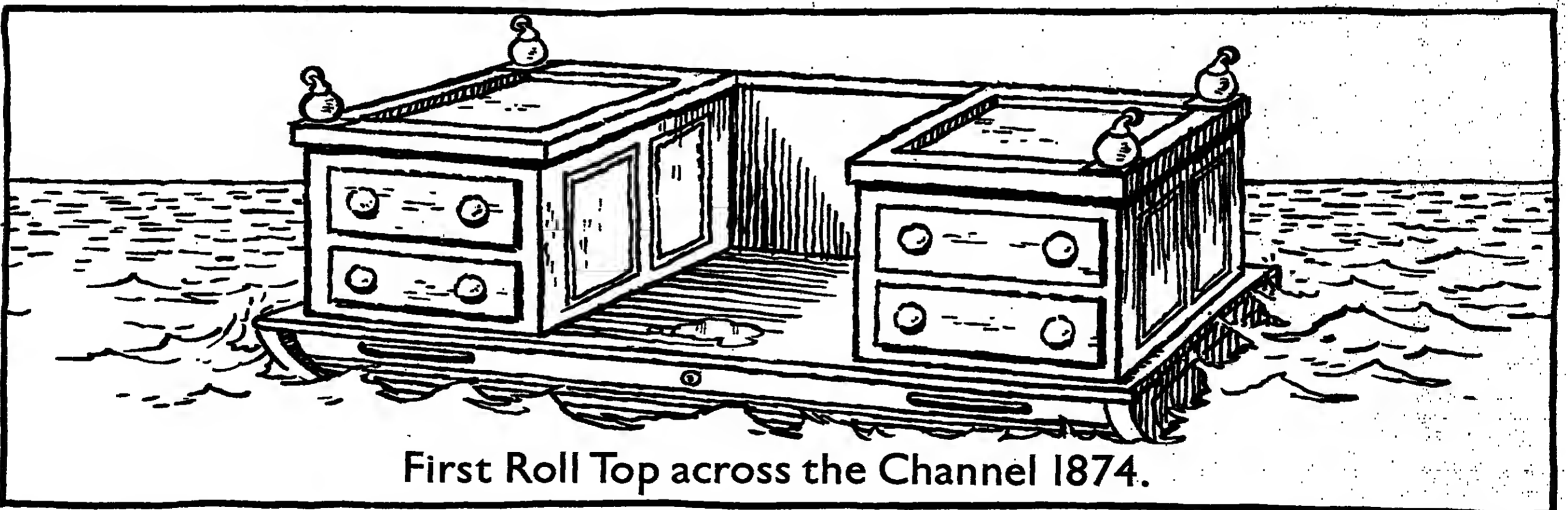
# GREAT MOMENTS IN THE HISTORY OF THE DESK



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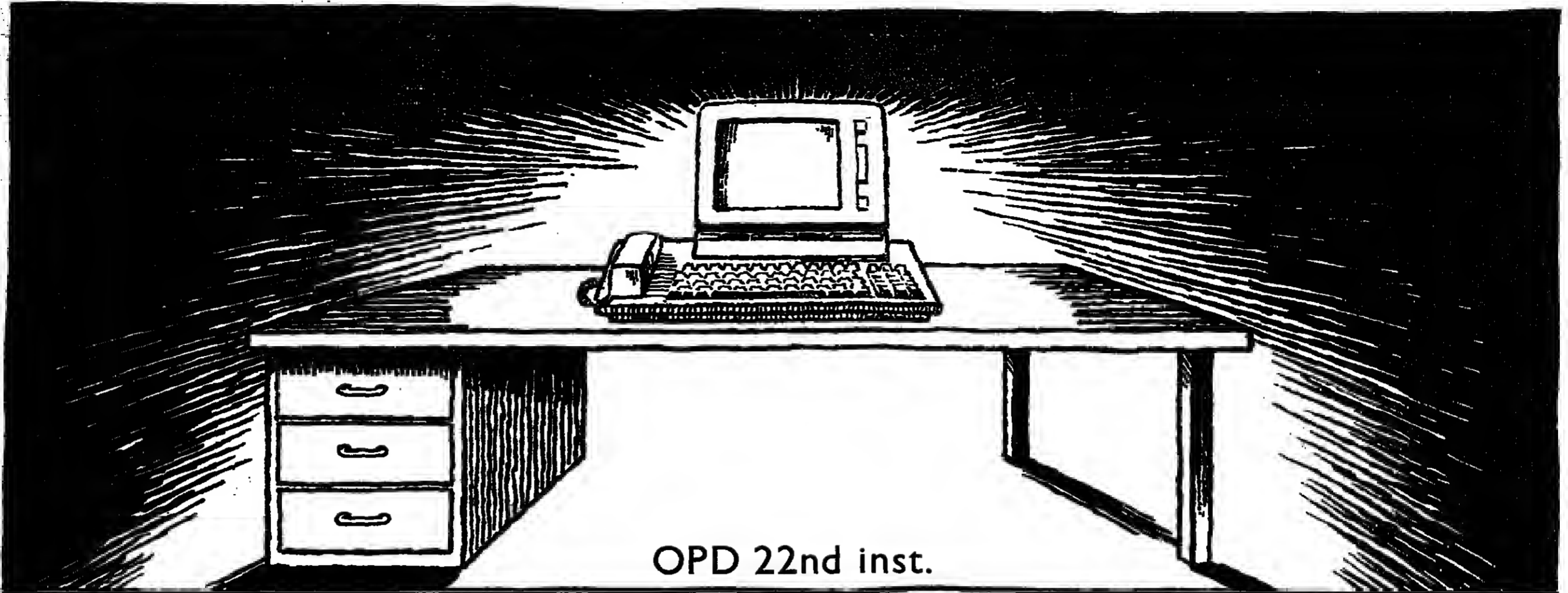
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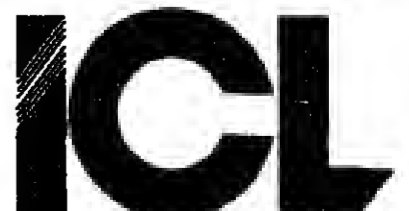
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## TECHNOLOGY

SCOTLAND'S FIRTH OF FORTH IMPROVES NAVIGATION IN ITS SHIPPING LANES

## Green light for ship traffic control

BY ANDREW FISHER, SHIPPING CORRESPONDENT

MARINE etiquette has improved on Scotland's Firth of Forth recently. The reason? A new Norwegian system of traffic control which keeps such a close eye on what is going on it ensures that sailors dare not stray out of line.

"They know Big Brother is watching them," said Captain Alan Childs, chief harbour master, based at Leith, near Edinburgh. The system which cost the port some £900,000, was provided by Kongsberg, owned by the Norwegian Government.

Before the port installed the Norcontrol system, added the captain, "there were lots of close encounters. Now, there

At the push of a button, the operator can get an immediate view of the traffic in any section of 250 sq. miles

aren't any. We've got a far better overall picture of what's happening on the river and river users know it."

The Forth ports handle around 20,000 ship movements a year, with cargoes ranging from oil and gas to containers, grain and bauxite. There are also plenty of eager yachtsmen criss-crossing the shipping lanes.

What Norcontrol does is give the harbour managers a very clear and uncluttered view of which ships are going where along the Forth. Radar data is converted into multi-coloured screen images almost instantly.

This is done through a digital scan converter which translates the information from analogue format. Both the digitised "raw"

radar information and synthetically produced chart data (features already programmed into the system) are displayed together in sharp colour which can be seen in daylight.

The control room for the Forth Navigation Service is at Leith near Edinburgh. There are microwave and telephone links to the radar sites along the coast. At the push of a button, the operator can get an immediate view of the traffic situation in any section of the 250 square miles of navigable waters.

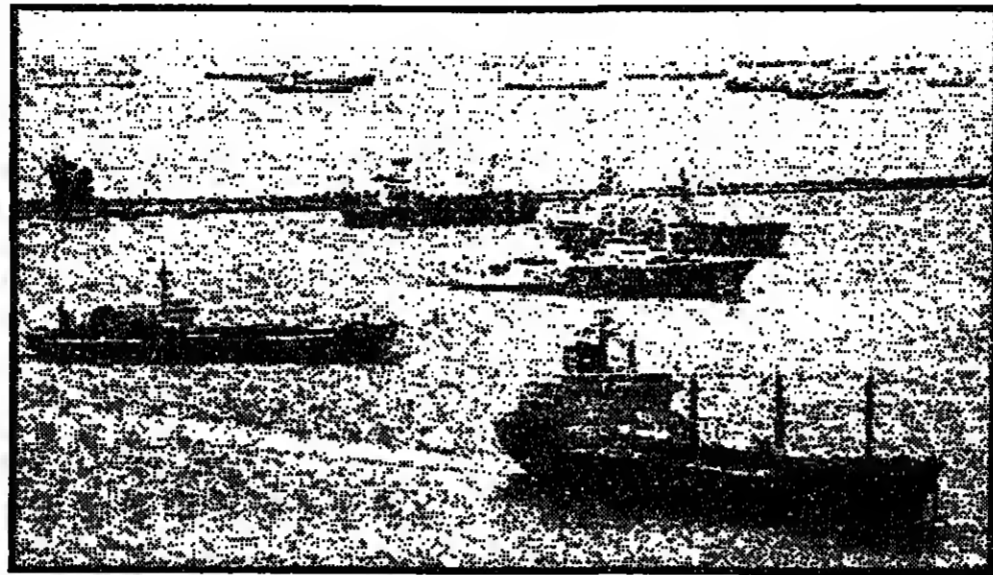
On the screen, the coastline is outlined in bright green, with the navigable channel markings in red. Dark blue is the colour of the sea and yellow that of the echo returns from the radar targets.

So-called "sea clutter," interference caused by radar beams bouncing off waves, can be eliminated with Norcontrol which has won NKr 130m (£12m) of business for its maritime surveillance systems since 1980. This, it claims, is over 60 per cent of the world market.

Norcontrol's managers claim it is the only system whose equipment and software combine screen colour, a tracking system which follows ship movements, and a digital scan converter. Competing systems from the UK, Holland, France, and the U.S. have some, they say, but not all, of these features.

A smaller Norcontrol system than the one in the Forth has just been installed at Plymouth, Portsmouth has one, as do British Petroleum for the Magnus field in the North Sea, Resport and the army for an artillery range on the Welsh coast.

Norcontrol is also used at the Swedish port of Gothenburg, as well as in Mexico, Malaysia, Bahrain and the Norwegian sector of the North Sea.



Unlike the proximity of ships to one another in Lagos Port in Nigeria, the Firth of Forth has more controlled movement of shipping as a result of its Norcontrol system

A key attraction of the system for the Leith operators is the ability to separate ships with hazardous cargoes from other vessels. White markers can be put onto each ship, tracking its progress; likely future positions can be worked out and alarms triggered off if a vessel looks like causing a collision.

Since everything is recorded on tape and video, there should be no arguments if any errant yachtsmen, or navigators of bigger craft, are pulled up for being on a dangerous course.

Previous radar blind spots have been eliminated by extending the network of sites. Eighteen months ago, two tankers collided in an area formerly obstructed from the radar's gaze.

"You can do trial manoeuvres with vessels," said Graham Greener, Kongsberg's area sales manager for Western Europe.

"You can predict when they will reach bridges. If two ships are not allowed to pass under at the same time, you can estimate which will get there first, within half a minute, tell the crew and expect them to slow down."

The Leith operators used to have to keep in their heads what each ship was and where it was heading, said Captain Childs. "They used to put little crayon marks on the cathode tube and move them as the ships moved."

Added Greener: "The operator had to keep his eye on the tube all the time. Now, the new system takes all the drudgery and routine away." He needs only to glance at the screen intermittently. If he wants, he can call up enlarged views of any sector of the port.

Because Norcontrol is a modern system, it can be updated

at any time. At the Scottish port, there are six microprocessors which communicate with each other, rather than a central computer feeding several displays.

The latest traffic pictures are displayed on screens immediately the old ones are wiped off. Previously, new pictures were built up in three sweeps and resolution was far less sharp, with no discrimination between radar targets.

With Polaris submarines going into Rosyth dockyard, VLCCs (very large crude carriers) and gas ships needing special attention because of the nature of their cargoes and a variety of cargo and cruise ships using the estuary, Captain Childs reckons that with the Norcontrol system, "we are much better able to keep continuous track of all vessels navigating in the river."

## UNIVERSITY RESEARCH

## Cambridge gains by Rank Xerox award

CAMBRIDGE IS one of 13 universities world-wide, and the only one outside the U.S., to benefit from a £10m international programme initiated by the U.S. office equipment manufacturer Rank Xerox.

Its share of the programme is £600,000-worth of computer hardware, software and services which has been awarded to the university's computer laboratory.

Other universities which have been awarded similar equipment include the University of California at Berkeley, Cornell, the Massachusetts Institute of Technology, Princeton and the University of Texas at Austin.

The award comprises chiefly a set of hardware and software known as the Xerox Development Environment, a series of workstations, laser printers and computers for processing, communicating and filing information connected together by a high-speed data highway, Ethernet.

These devices, including the Star 8010 high performance workstation were developed by Xerox over more than a decade at its Xerox Parc research centre, and are generally regarded as having pioneered most of the most innovative thinking in electronic office development.

The Star, for example, uses screen images or icons and a screen pointer called a mouse which were later copied by Apple in putting together the Lisa and Macintosh personal computers.

Professor Roger Needham, head of the Cambridge computer laboratory, said the new equipment would make it possible to prepare computer programs better for the outside world.

He said the Xerox award was worth 10 years of equipment support from the University Grants Committee, the chief source of university finance.

Technically, the award is interesting because Cambridge University is the chief proponent of another kind of kind-speed data transfer between workstations, the Cambridge Ring, in which "envelopes" containing packets of data circulate in a ring around the connected workstation until they reach their destination.

Ethernet, on the other hand, involves contention for space on the data highway with all stations listening to the same message, but only the correct destination receiving it.

Two years ago, there was considerable speculation about winners and losers in this "local area network" market.

Now the technology has advanced to such an extent that Professor Needham expects to be able to link Ethernet and Cambridge Ring singly by using a small computer to "translate" the messages between the two systems.

Professor Needham said the equipment would be used for two specific purposes: to develop ways of writing correct software more quickly and affectively and to automate the design of silicon chips.

## MEDICAL EQUIPMENT

## Blood pressure at your fingertips

PEOPLE MAY soon be able to measure their blood pressure in the comfort of their homes simply by pressing a finger onto a small pad. That is the hope of Oric Medical, a company formed a few months ago, which plans to sell within a couple of years an electronic machine based on this technology.

The device, a small box, would sell for about £50, says the company. The product could be sold not only to ordinary people who want to check on their health. It could be attractive to doctors who require "a method to monitor blood pressure that is less time-consuming than the conventional technique in which the physician inflates a sleeve placed on the patient's arm."

Oric Medical is a subsidiary of Oric Products, a company based in Ascot which was formed in 1982 to sell home computers. Dr Paul Johnson, Oric's technical director, says that details of how the elec-

tronic blood-pressure gadget will work are a "trade secret." Consumer trials should start next year.

According to Dr Johnson, the company is also interested in producing devices to monitor people's hearts. "We want to expand into other areas besides computers because we don't want to be a company that is in just one market."

About a dozen engineers at Oric's two research centres, in Oxford and Cambridge, are working on the medical products. The company employs 40 more people at a factory for final assembly of its computers at Hampton, Middlesex.

Oric was formed by Dr Johnson and Harry Munster, the company's managing director, after they met in the Cambridge laboratories of Cambridge Consultants, a contract-research organisation. The company plans to sell next year a business computer that will be compatible with the IBM personal machine.

## SCIENCE PARKS

## Tenants welcomed

TWO OF Britain's university science-parks have announced new tenants for their enterprises. Visual Machines, a company which makes vision systems for robots, and Thinking Software, will move into the science park at Manchester.

BOC, meanwhile, is to build an R and D centre on a similar patch of land next to Surrey University in Guildford. The zes and health-care group will house 250 engineers and executives in the new development. These people will liaise with members of the university staff in areas of research such as chemical engineering and materials science.

For example, Professor Roland Clift, head of chemical and process engineering at Surrey, says that collaboration could develop around his department's expertise in ways of separating gases through selective absorption.

In the Manchester development, Visual Machines already has strong links with the city's

university. It is a joint venture between Vuman (a company set up by Manchester University to exploit academic inventions), Redifusion Robot Systems and American Robot.

The company's technology is based on work by the Wolfson Image Analysis Unit at Manchester University. In hardware sold by the company, electronic mechanisms collect pictures of objects from TV cameras and translate these into digital codes comprehensible to robots. With the pictures, the robots can thus take note of their surroundings and act accordingly.

Visual machines has sold technology to Volkswagen in West Germany for the inspection of car parts on a production line.

Thinking Software, the second company to take up residence in the Manchester science park, sells computer systems for accountancy and to control specific industrial operations such as chemical works.

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"Look at Gould."

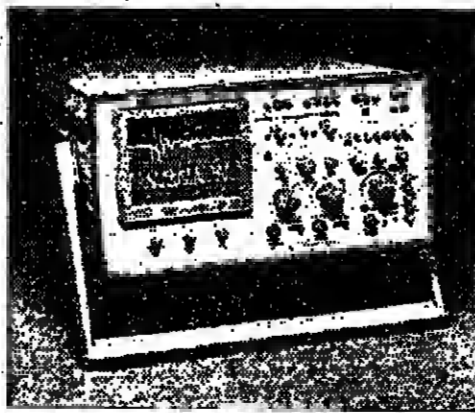


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**SEEK LOGIC**



THE MANAGEMENT PAGE: Marketing and Advertising

EDITED BY CHRISTOPHER LORENZ

BY AMERICAN standards the sponsorship of the British Motor Show programme on Channel 4 early this year was a very discreet affair. For its contribution of more than £50,000 for the series, spare parts company AC Delco, a subsidiary of America's General Motors, got little more than a mention at the end of each programme.

No message from your sponsor

Raymond Snoddy explains why UK TV fights shy of commercial sponsorship



The Independent Broadcasting Authority felt in retrospect that AC Delco's name was too prominent on Channel 4's motor caravan

The large motor caravan which transported the production team around the country and which featured in the opening shots also carried the AC Delco name. Nothing so blatant seems likely to appear on British television again, at least for the foreseeable future. The Independent Broadcasting Authority (IBA), which polices the line between honest advertising and undue commercial influence on programme content, accepts that no attempt was made to disguise AC Delco products in the programme. But David Glenecross, the IBA's director of television, now believes the programme went too far in the same. "That sort of direct link between the funder and the nature of the programme is something we wouldn't have again. We will insist that a sponsor or part-funder cannot fund a programme in which there is any possibility in our minds that a connection can be established between the commercial interests of the funder and the subject matter of the programme," says Glenecross. (The difficulty was compounded because Delco added retailing to its manufacturing activities between the commissioning and showing of the series.) The irony is that the sort of sponsorship that helped to put The Motor Show on the road is as pure as the driven snow compared with what was allowed in the early days of independent television. In the 1950s the Royal Automobile Club had its own motoring programme on ITV fronted by an RAC public relations man. And companies could pay to have their new products introduced by a "TV personality" in advertising magazines. Despite the present tougher attitude to such matters by the IBA there are signs of increasing interest in sponsorship by companies and advertising agencies. What is believed to be the first sponsored television conference in the UK, which opened in London yesterday and continues today, is an indication of that interest. One reason for advertising agencies' renewed interest was the IBA decision earlier this year to relax one of the rules on sponsorship. For an experimental period sponsors will be able to advertise in the com-

mercial breaks in the programme they are financially supporting. Sue Stoessel, marketing director of Channel 4, is one of those who believes there is scope for considerably more sponsorship in British television within the strict IBA guidelines. "Channel 4 is working on four projects at the moment," she says. One involves a search for sponsors for the three-hour finale of a major season of programmes on Channel 4 on the environment. She hopes that within the next two or three years Channel 4 could be raising up to £5m a year from sponsorship. For companies which are not normally associated with broadcasting or films there is another way to get their name on the screen—providing production finance for a film or television programme. If the deals are carefully chosen a company can not only get an on-screen credit and enhance its public image but, if it is really clever, also get most, if not all, of its money back. One such company is Ladbroke, the gaming and leisure group, which put up part of the money for "C.O.I.e.", the story of the last World Cup Finals in the truck division of Fiat, offered £50,000 just to have its name on the film. Iveco has already paid £30,000. The balance will come when the film is shown in the French and German markets and Ladbroke is confident of breaking even on the project. A film of the life of Grand National winning jockey Bob Champion had even more relevance to Ladbroke's business affairs. John Harcourt, the group's head of public affairs, emphasises however that each such project is decided on its commercial merits—goodwill and Spain. When Italy won, Iveco, enhancing the corporate image are secondary. What is clear is that so far the big money is in sports sponsorship. According to Derek Etherington, a consultant on sponsorship to The Sports Council, more than £100m was spent last year on sponsoring events. The total, which represents 3.6 per cent of the advertising spent on press and television, has grown from £2.5m in 1971. Last year, according to Etherington, who runs Sportsman which monitors the sports sponsorship market, place, almost 1,200 companies had a significant sponsorship involvement with sport. More than 130 companies increased their involvement and of the 38 companies which withdrew all but four of their events were taken up within three months. Sport sponsorship, according to Dr Toby Syfret, director of new media at J. Walker Thompson, the advertising agency, has grown 10-fold in real terms over the past 10 years because it gives very cheap mass media exposure compared with the costs of sport advertising. Although few studies have been done on the effectiveness

of such indirect advertising Syfret believes that Cornhill Insurance registered a large jump in public awareness of its name as a result of sponsoring the Cornhill Test.

But are the sponsors going to be kept at the periphery of British broadcasting fighting to place their placards or hoping the camera will linger in close-up on the corporate name on a player's chest? For the moment the answer seems to be yes. "It's not that we have had to say 'no' many times. We have had relatively few proposals put to us. I don't sense a great flood of applications. If significant changes in the structure of the levy (from 2 to 10 per cent) or a levy on turnover) it could encourage more. Glenecross believes. Although London Weekend Television recently accepted sponsorship money from Schweppes, the soft drinks company, it was purely for educational materials to back up its historical series, The Making of Modern London. And LWT has no plans to seek direct sponsorship money. The real hopes of the sponsor in the UK lie in the new media of cable and satellite television. The Cable and Broadcasting Act passed this year stipulates that the cable authority which will regulate the new industry is to draw up a code concerned with standards and practice on the sponsoring of programmes. Howard Thomas, adviser to the sponsored television conference and former chairman of Thames Television, said yesterday: "Cable and satellite can hardly get going without sponsorship."

It is too early to say what rules the Cable Authority will draw up but it is clear that not only will there be much wider scope for sponsorship but cable will see the return to the British screen of advertising magazines. Jon Davey, secretary of the Cable Authority, believes that. "Whatever the details of the code, cable will offer a new market for sponsorship—and sponsorship may well be extremely important to the future of cable." The sponsors may also find a role in direct broadcasting by satellite. At the conference yesterday Nicolas Mellersh, former chief executive of the Movie Channel, suggested what it could be. "Just as in the U.S. you have the Ford Masterpiece Theatre presenting The Jewel in the Crown, over here you could have the British Airways Movie of the Month. Castro could sponsor Crease 2 and the National Goal Board might like to be associated with An American Werewolf in London," Nicolas Mellersh suggested.

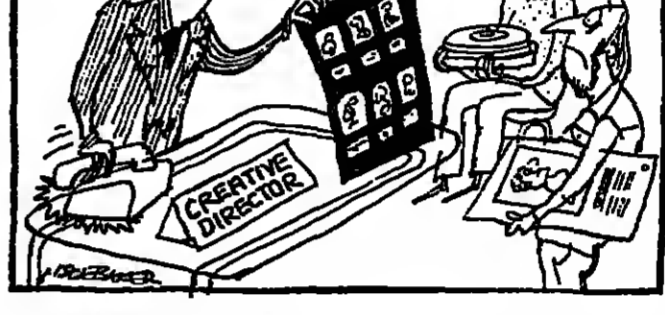
Creative research

Imperfect, but essential

IN A perfect world, that pressing question in every advertiser's mind—"Will this idea work?"—would have a definitive answer. In the absence of such a system, advertising research provides the surest guidelines along which the creative idea may be developed. Yet, while few serious advertisers would be caught these days without doing some, its imperfections are legion and everyone has his or her pet bloomer. For instance, when Heineken carried out research on its inaugural campaign it was told: "It is considered that overall, the commercials are unlikely to promote awareness of Heineken and interest in drinking it." Happily this advice was ignored and 10 years later the boos have turned to cheers. And again, Benson and Hedges' original "Pure Cold" campaign of the 1960s and the famous Avis "We Try Harder"—both of which appeared severely flawed when researched pre-release. What, then, can advertising research achieve? With commercials costing as much as £3,000 a second, little enough is left to chance. Clients want reassurance to a greater or lesser extent and as John Salmon, chairman of Collett Dickinson Pearce and Bates, a leading advertising agency, says: "Creative people are more enlightened these days. They realise that advertisers are not prepared to take flying leaps with large chunks of budget without being sure they're heading in the right direction."

Even though many a good idea has foundered on the rock of research, such research generally knows its limitations. Winston Fletcher, chairman of Ted Bates, and garrulous commentator of his industry, writes in his new book, Commercial Breaks: "Like other new disciplines which seek to study humanity, market research trips over itself when it promises too much. Happily, in the last two decades, by paying greater attention to gritty detail and by promising less, it has grown more reliable and accurate." The emphasis these days is on research as a learning process rather than a testing procedure, says Julie Lannon, creative research chief at J. Walker Thompson. There are no research techniques, she says, capable of predicting marketplace success—successful products are the combina-

tion of many different marketing propositions anyway. "It's important not to see research as an obstacle that creative work has to overcome," says Don Arlett, executive creative director of Ogilvy and Mather, "more a constructive enlightening than a negative monitoring process." How then is research used in advertising practice? In the UK there's a bias towards "pre-testing" material before the ad is completed (using narrative tapes of the storyline or "animatics"—mock-up commercials—in target group discussions) rather than the U.S.-favoured day-after recall choice of design. The agency therefore focused on those very angles in an effort to add value to the existing reputation (controllability and the belief that top cooks prefer gas). At best, every campaign will move the consumer along a little, says Arlett. At the same time, the advertiser knows how he or she will respond. The images of both Ford and gas were consequently altered by such approaches; this was unlikely to have happened, he says, without considerable research. Once the strategy and proposition are distilled (i.e. you know who you're talking to and what you want to say to them)



technique, though tracking studies are widely used for monitoring UK campaigns during their run. Few would dispute the merits of initial investigative research, the information gathering process before strategy is arrived at, which helps pinpoint the target group of an ad and gives the creative team a sharper focus to aim for. Arlett illustrates this. Initial research showed that the Ford motor company was generally viewed as the archetypal mass producer of cars. Promoting its new high tech machine therefore required a major shift in image—hence the use of a silver vehicle (to suggest engineering) formal diagrams and serious copyline. Again with gas cookers, early research showed that users regarded them negatively when it came to cleanliness and

the concept can again be put to the test" most often in the form of narrative tapes or animatics to see if people are responding in the desired way. Quite often they aren't. There was the corned beef ad which drew comparisons with real beef but as this wasn't the way consumers viewed the product it only succeeded in making detrimental comparisons; or the nationalisation of clearing banks debate when an ad expounding one side of the argument was seen as suggesting there was something to hide so both sides had to be given; or the soy product which sold itself on the concept of "food from plants" only to find consumers couldn't care less about that—they were interested rather in what it tasted like; or the pure and natural shampoo which in the days of fruity additives (like peach nut

avocado) stressed its difference with the line "yes, we have no bananas" only to discover that consumers saw this as a lame apology. Those examples are from the JWT memory bank. David Cowan, Boase Massimi Pollitt's head of account planning, recalls more. The original Sugar Puffs honey monster started life as a rude, aggressive creature. Children responded in research with an embarrassed silence, and parents complained about the teaching of bad habits. But recognising that the problem lay in the monster's behaviour rather than the monster itself, he was changed into the clumsy, playful favourite we know today. Originally Arkwright, the John South Yorkshire Bitter character, was based on Andy Capp, but when researched, he was perceived as rather "down and out" besides being an undervaluing drinker. Softened subsequently into the pub philosopher, he has, of course, become the cornerstone of one of the most lauded campaigns of the day. Where research runs into trouble, say the creative people, can be in the pre-testing of complex and novel concepts. Since people by nature are conservative, if you show them an ad which attempts to break new ground they will compare it with what they know and respond, as they did with Heineken, with "it isn't like a beer ad". There's a danger, Frank Lowe believes, of "research" becoming increasingly dominant, which can result in advertising lacking flair. There is a danger of writing ads for "research". Don Arlett shares his concern. "I would like to see less research being done at this critical stage where fragile ideas or ideas that perhaps have a greater emotional content are often lost and where the more pedantic, logical, structured solutions have a greater likelihood of surviving." At worst, pre-testing can become an end in itself. One director recalls client Procter and Gamble demanding to know the motive of each frame of the storyboard, regardless of its individual weight in the final execution. Perhaps that's what's meant by researching the creativity out of a campaign.

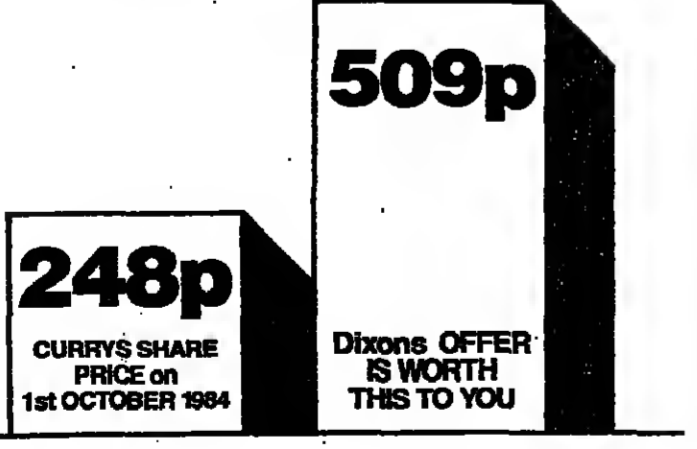
Feona McEwan

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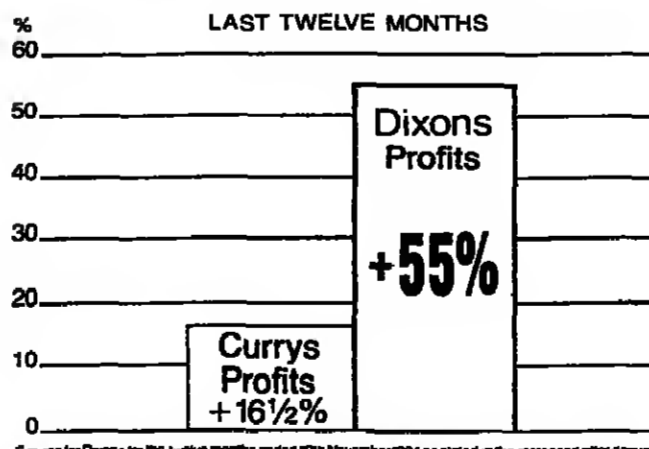
To Currys Shareholders

Look how you gain by accepting Dixons Final Offer

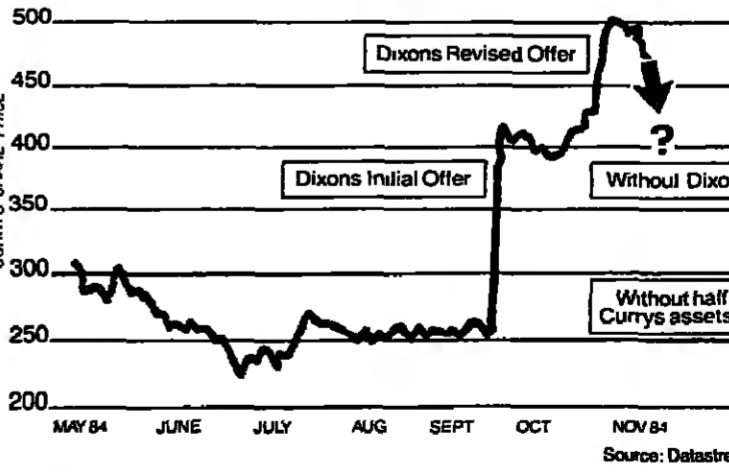
Dixons Offer - 100% gain



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Calculated on Currys published current cost balance sheet at 23rd January 1984, adjusted to include properties at the valuation of £134.4 million given in the Currys document of 19th November 1984.

The directors of Dixons Group plc (including those who have delegated detailed supervision of this advertisement) have taken all reasonable care to ensure that the facts stated and the opinions expressed herein are fair and accurate and each of the directors accepts responsibility accordingly.











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The Group's strategy for further growth in the UK, Europe and USA, both organically and through acquisition, has created the requirement to appoint a Group Taxation Manager to assume responsibility for all tax affairs, including compliance and tax planning. A significant element of the role is likely to revolve around the legal structuring of proposed UK and international acquisitions and a major challenge of the position is one of anticipating problems or opportunities from a taxation point of view, and recommending and implementing beneficial action.

As a key member of the Group's small, young and dynamic senior management team, this individual should be flexible enough to also become involved in broader financial management issues.

Candidates are likely to be graduate, qualified accountants who have specialised in taxation and possess at least 2/3 years' post-qualifying experience, gained either within the profession or industry/commerce. The post calls for a good communicator with a strong personality, combined with a pragmatic and commercial mind.

Interested individuals should telephone or write enclosing a CV and a note of their salary to: Harry Chryssaphes, Director, Financial Management Selection Limited, 21 Cork Street, London W1X 1HB (Tel: 01-439 6911)

Financial Management Selection

## Financial Controller

C. London c.£20,000 + car

Our client is a leading British group, with a diverse range of activities in the leisure industry. A Financial Controller is currently sought for a key role, to be based at the company's Head Office.

Reporting to the Director of Finance, this highly responsible position will necessitate considerable involvement in:

- The production of full accounts, including tax computations.
- Effective management of a sizeable accounting team.
- Computer systems appraisal and development.
- Operational restructure and reorganisation.

The successful candidate will be a qualified accountant, aged mid 30's, with a broad based accounting background in a large company environment; exposure to sophisticated computer systems would be a major advantage. Well developed interpersonal skills, a disciplined management style and the ability to make an immediate impact at senior level, are essential personal qualities.

Interested applicants should write to Philip Cartwright ACMA, Executive Division, enclosing a comprehensive C.V., quoting ref. 182, at 31 Southampton Row, London WC1B 5HY.

**Michael Page Partnership**  
International Recruitment Consultants  
London New York Bristol  
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THE ARTS

James Tissot, Barbican/Roy Strong

Tissot—the melancholic teaser

The eternal appeal of Tissot must reside in his ability to be the perfect artist for greetings cards and biscuit tins. Although the exhibition at the Barbican (until January 30) makes a persuasive case for us to view him as an infinitely more profound and complex artist, the fact of the matter is that his rising popularity has gone hand-in-hand with the cult of pre-1914 England. Superbly he provides us with the images that fulfil these needs exactly: women in marvellous pastel coloured evening dresses at a soirée or a ball on board ship, the eye led backwards through a serpentine of parasols, striped raffia, beribboned bonnets and fans.

Two figures locked into some psychological drama of mood and expression. This contrast between the elemental force of water and the human dilemma enacted before it, cannot be other than deliberate. In Waiting for the Ferry a pretty but bored girl is being quizzed by a man. We seem to be left to imagine that when that ferry actually comes and she boards it a phase of her life will have come to an end.



"October 1877," by James Tissot

too painfully show. And, we might add, the paintings are extremely uneven in quality. He begins in a sombre, tight, academic style, painting pictures which portray religious emotion in an historical setting. Their interest cannot be said to arise much above the archaeological. His later scenes of Parisian life are painted in a looser, almost coarse, manner as flashy in colour and brushwork as the subject matter they essay. It is inevitably difficult to muster up an enthusiasm for the hundreds of incidental illustrations which followed his late religious conversion.

New York Theatre/Frank Lipsius

The Ballad of Soapy Smith

Abandoning his affectionate and perceptive views of baby boomers in Loose Ends and Moonchildren, Michael Weller shows versatility in taking up the story of a genial and clever Klondike rascal circa 1897. The Ballad of Soapy Smith makes the Public's New York Theatre a three-dimensional frontier town full of bawling drunks, pretty saloon girls and scheming merchants as background to the character study of Soapy, or as he prefers, Colonel Jefferson Randolph Smith.

to convince the world he has reformed. Weller seems dubious that such a man can ever really change, despite brilliant speeches and asides that make Soapy as rounded a character as Weller has ever written. The best of Soapy comes across rivetingly honest but teasing. He humiliates his partner in a taut, emotional scene that shows he rules his empire with zest—and intolerance.

Pierre Boulez/Barbican Hall

Dominic Gill

This has been a year of Boulez memories revived. Last February, and subsequently twice in the summer, Boulez returned to conduct the BBC Symphony Orchestra after many years of absence. On Tuesday he returned again to direct the London Symphony Orchestra for the first time since 1969 (and gives another programme with them there next week).

Thomas Hampson/Wigmore Hall

David Murray

Though presented by Dr Elisabeth Schwarzkopf under the auspices of the Walter Legge Foundation Limited, Mr Hampson's London debut on Tuesday drew only a modest house. Odd, for this firm has an excellent track record—and in fact Hampson proved to be a great discovery (only for us in London, since American and German audiences have heard a good deal of him already).

London Philharmonic/Festival Hall

Andrew Clements

Bernard Haitink returns to the orchestra of which he was musical director for 12 years in a trio of concerts this week and next. The programmes contain a good deal of British music: the first on Tuesday consists of Vaughan Williams, Britten and Elgar.

Saleroom/Antony Thorncroft

The Sotheby's sale of British paintings, 1500-1850, was remarkable for the high prices paid for portraits, for long the one sector of the art market which had failed to show steady price appreciation.

Happy Days/Donmar Warehouse

B. A. Young



Richard Wilding and Darlene Johnson

her Willie may have deserted her; but after he has made his unexpected appearance dressed as if for a wedding she faces the conclusion (to speak in the old style) with content.

Arts Guide

Nov 16-22

Exhibitions

PARIS Kandinsky: 70 paintings, many on the US, Germany and Holland, are complemented by Nina Kandinsky's legacy of 700 drawings and sketches, by his correspondence, his diary and his own collection. The very retrospective, the most important in Paris since 1963, retraces the different stages in his creation: Munich, the Bauhaus and finally Paris. Closes George Pompidou, closed Tuesdays. Ends Jan 28. (T77 1233).

LONDON The Royal Academy: Modern Masters from the Thyssen-Bornemisza Collection—a remarkable run through the history of western painting in the past 100 years or so. It reflects, as it must, the collector's taste and prejudices. But these are tempered by an admirable catholicity of interest, which can accommodate quite happily impressionism with surrealism, abstract expressionism with constructivism, realism with cubism. We begin with Cézanne and Debra and end with Bacon, Freud and Giacometti, with Pollock, Picasso, Mondrian, Beckmann, and so many others in between. Ends Dec 18.

LONDON The Tate Gallery: George Stubbs—the critical rehabilitation of our greatest horse painter continues in this magnificent exhibition, which clearly proposes him not only as our pre-eminent artist of the 18th century but as one of the greatest of all time. An annual exhibition tracing the history and development of a small area of the city with maps and various documents from the State archives not only how and when the buildings were constructed. But who owned and lived in them, and how they lived. Open 10-7.00pm (closed Mon). Until Dec 9.

ITALY Venice: Palazzo Ducale: The Treasures of the Pharaohs—a rich and fascinating exhibition of more than 80 works (sent by the Cairo Museum)—covering an enormous variety of objects from mundane things such as combs and cooking pots to the contents of Tutankhamun's tomb. Until End of December.

WEST GERMANY Hannover, Kestner Gesellschaft, 16 Warmbüchenerstrasse: 90 coloured drawings from between 1880 and 1917 by Gustav Klimt, the main representative of the Viennese "Jugendstil" style. Ends Nov 25.

HANNOVER, Forum des Landesmuseums, 8 Am Markt: A big retrospective, comprising 185 paintings, watercolours and drawings, highlights the oeuvre of Ludwig Richter (1803 to 1884), the German landscape and genre painter. Ends Nov 24.

WASHINGTON National Gallery: Old Master Drawing from the Albertina, celebrating two centuries of Austro-American relations, includes Dürer's Praying Hands among the 75 works by Fraagonard, Rembrandt, Pieter Krøyer, the Elder, Lucas Cranach the Younger, and others. Ends Jan 13.

VIENNA Medieval Art from Serbian Monasteries: This exhibition from Yugoslavia of religious art from Serbian Medieval Monasteries covers the period from the 10th to 17th centuries and includes some intricately worked silver book covers, chalices and incense burners. Gilded icons are also of interest, showing a surprisingly modern angular technique in depicting garments. Other exhibits include illuminated manuscripts and copies of frescoes, and all show a fascinating intermingling of eastern and western artistic influences. Museum of Mankind. Ends Jan 20.

NEW YORK Metropolitan Museum of Art: The Macdonalds begins its US tour showing the native traditions of New Zealand, with a rich Polynesian heritage of stone and ivory ornaments, bone and stone weapons and wood carving. Ends Jan 6.

ROME Palazzo Strozzi: Torquato Tasso's Epile Spozze. Twenty rooms hardly contain the embryonic artistic activity of Mariano Fortuny in the first few years of this century. Notable among the engraving, drawings and theatrical design is the fabric he invented—Delphos.

VIENNA Museo d'Arte Moderna di Palazzo Egon Schiele: 1890-1918. Almost all works of this extraordinary painter. This exhibition was at the Campidoglio in Rome earlier this summer. Ends Nov 25. Open from 10.00am to 7.00pm (closed Monday).

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FINANCIAL TIMES

BRACKEN HOUSE, CANNON STREET, LONDON EC4A 4BF
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Thursday November 22 1984

A locomotive out of steam

THE REVISED FIGURES for the third quarter in the U.S. economy... Suddenly, the boom seems to have gone into reverse... Negative forces... Strong dollar

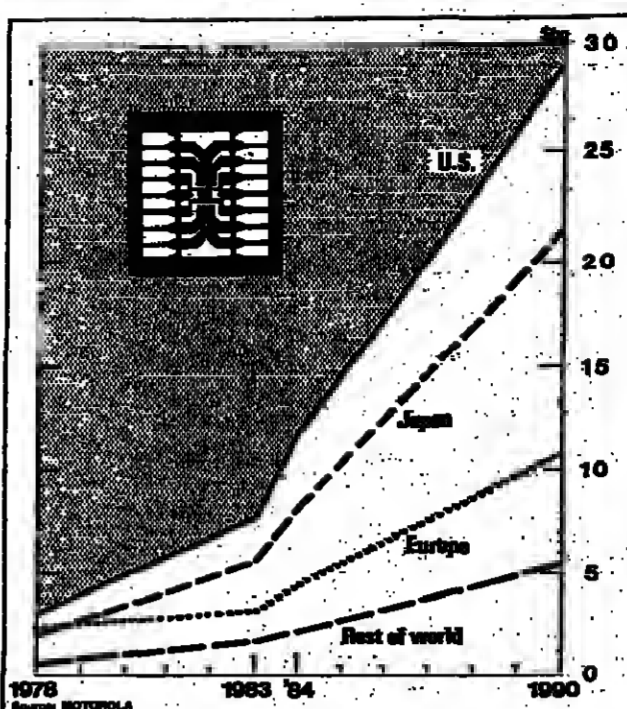
Freedom for shop hours

THE REPORT on shop hours released yesterday by the Home Office is to be welcomed... Musgrove's mettle... Harold Musgrove, who stepped out of the shadows to take over at Austin-Rover after Sir Michael Edwards' departure...

THE TOP 15 1983 Semiconductor sales (\$m)
1. Texas Instruments (U.S.) 1,638
2. Motorola (U.S.) 1,547
3. Nippon Electric (Japan) 1,413
4. Hitachi (Japan) 1,181
5. Toshiba (Japan) 983

Table of Top 15 Semiconductor sales in 1983, listing companies like Texas Instruments, Motorola, and Hitachi.

WORLD SEMICONDUCTOR MARKET



demand will be restored by the end of the next quarter... IBM's aggressive marketing drive has hurt its smaller competitors... Competitors hurt by IBM's marketing drive

Suddenly, the good times may be coming to an end

By Guy de Jonquieres in London, Louise Kehoe in San Francisco and Robert Cottrell in Tokyo

"I have personally spent a lot of time talking to customers in the U.S. and Europe," he says... The billion dollar question is whether the market weakening is the start of a real downturn or a temporary correction

monthly production and "industry-wide over-supply will not occur any time next year"...

put of raw chips is exported, and the U.S. is its main overseas market... IBM's aggressive marketing drive has hurt its smaller competitors...

Advertisement for BEVIS MARKS HOUSE, a new air-conditioned office building, 56,580 sq ft, to be let. Includes contact information for DEBENHAM TEWSON & CHINNOCKS.

Men and Matters

the type where the hero executive sweeps the secretarial heroine into his arms... Slice of action... Bill Kissack, 35, who has been at Grieveson for 18 years...

Romance + VAT

The French, the Germans, the Belgians, and the Dutch all do it... Those highly successful publishers specialise in romance of men's ambitions.



Handwritten signature 'J.P. 1101510' and other markings at the bottom of the page.

I DO NOT normally write in the form of a 'memo to Maggie' or Memo to Alan Walters' (her former economic adviser). But if I allow myself one exception it is to urge her to veto the objections of the Department of Health and Social Security (DHSS) to ideas intended to make National Insurance contributions less of a deterrent to taking on more workers.

Economic Viewpoint

# Why National Insurance is an insidious tax on jobs

By Samuel Brittan

For it is becoming ever more clear that the key to any short-term effective action on unemployment lies in various aspects of the National Insurance Scheme. The employer's National Insurance Contribution (NIC) acts as a payroll tax and the employee's contribution is treated as an addition to income tax.

Of course contributions have other roles as well, such as establishing an entitlement to benefit. But there is no strict relationship of the kind any insurance company would recognise. If Mrs Thatcher would ask a few of her Finchley constituents she would soon find that, whether as employers or workers, they regard NICs as a tax.

state of business activity going with it—were compatible with stable inflation, one would expect wage increases to be falling.

## WOMEN PART-TIME WORKERS

Occupation	1981 (000s)	Part-timers as % of all employees 1981	% of all employees 1971
Cleaners	441	75.9	45.6
Shop assistants	428	51.5	10.2
Clerks	411	18.3	3.1
Domestic	347	18.3	17.4
Typists	207	27.6	6.0
Nurses	197	33.8	7.7
Barmaids	137	63.7	22.6
Kitchenhands	85	67.5	20.0
Teachers	74	11.5	27.0
Total	2,423	37.2	11.1
All other occupations	994	4.9	2.3
All occupations	3,417	16.3	4.3

Source: C. E. Hart and C. Trinder, NIESR



labour taxes, to which nearly 3 percentage points of the unemployment increase is attributed. To an employer of labour an increase in payroll costs is an incentive to economise on labour, whether it comes from higher wages or from that particular payroll tax known as NICs.

another which encourages employers to hire part-timers at the expense of full-time workers.

## FACTORS IN JOB LOSSES

Periods	Estimated influences on unemployment			
	1954-66	1967-74	1975-79	1980-84
Employers' labour taxes	0.59	0.77	1.29	2.25
Income taxes	0.41	0.48	-0.25	0.54
Indirect taxes	-	-	-0.09	0.09
Unions	0.49	0.59	0.30	1.38
Real input prices	-0.28	0.71	-0.55	-0.11
Mismanagement	0.14	0.16	0.51	0.23
Demand factors	0.12	-0.07	0.31	0.34
Income policy	-	-0.20	0.01	0.11
Total	1.47	2.47	2.01	4.15
Actual change	2.16	2.02	4.20	4.18

Source: R. Layard and S. Nicksch, The Causes of British Unemployment, 1982 Centre for Labour Economics, No. 642

NICs, if there is the most modest chance that they will produce more jobs. But the issue is not as cut and dried as the enthusiasts suppose. A strict classical economist would ask why the division between employers' and employees' NI and income tax should make any difference. In a given state of the labour and product markets, with given union monopoly power and other imperfections, and a given tax burden, will not net wages, labour costs and employment be the same?

## Lombard

# Gladstone on knowledge

By Duncan Campbell-Smith

THE CITIZENS of Reading could be in for a surprise. Cars' back windows on every main road in the county ought soon to be adorned with "Don't Tax Reading" stickers which might strike them as a very special message.

## Technological Luddism

From the Chairman, Mackintosh International  
Sir—Sitting in my Munich hotel last week, recovering from a long day spent at an enormous electronics exhibition (c. 1200 exhibitors) and conference (Electronics), I was astonished to read Mr Toporowski's plea (November 14) for more British Leylands and fewer Tamsons.

## Letters to the Editor

and managers in Europe were unable to accept the prognosis of such a survey that the industrial world really was moving into a wholly new and revolutionary technological era.

## Dual resident companies

From Mr R. Smith  
Sir: The announcement by the Financial Secretary to the Treasury, in which the Government proposes to restrict company relief between a dual resident company and its subsidiary, will seriously affect the level of overseas investment in this country, and appears to ignore the economic advantages that are available to the UK subsidiaries which arise through the operation of the dual resident company scheme.



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